DOWNTOWN NEIGHBORHOOD BRAND IDENTITY GUIDELINES

2022

Brooklyn Identity Guidelines

FEBRUARY 2022

BROOKLYN

Brooklyn
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These guidelines are designed to help you maintain and protect the Brooklyn brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

Brooklyn should be characterized by modern design. Stainless steel and other metals combined with clean lines are recommended for signage. Minimalism is integral to the modern style. Bold accent colors, few additional details, and strong contrast.

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Some call me hip. Others, cool. I think they are overused phrases, but if the shoe fits…
To me, no one is a stranger. Just someone I haven't met yet. I seem to set trends without
even trying. Young at heart, people are simply drawn to me for my positivity (and craft
cocktails). I've grown, and people are taking notice.

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Logo

Our logo is open to the idea that we are always trying to fill our community with new ideas and be the trendsetters. Brooklyn is structured to look like its always evolving with the open letter form yet bold stance with its block letter font.

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Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are orange and dark blue and are used depending on the communication.

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos it might compromise legibility.

PRIMARY COLOR: PANTONE 1375

PRIMARY COLOR: PANTONE 300

REVERSE

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Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1x the height of the 'b' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1.5" wide in printed form or108 pixels wide in digital form. Theminimum size is specified to ensure legibility.

CLEAR SPACE

MINIMUM SIZE

1.5" (108 PIXELS)

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Logo Application:
Misuses

Every element of our logo has
been expertly crafted and should
not be modified. Here are some
examples to avoid when working
with our logo.

BUSY BACKGROUNDS
The logo can be used on textured backgrounds
and images, but always prioritize legibility of the
logo. In some situations, using the reverse logo
will create more visual contrast.

COLOR
Do not manipulate the colors of the logo in
any way.

FONT
Do not alter or change the logo font in
anyway. The logo should always maintain
type size relationships as defined in the logo.

LOCK-UP
Do not break the lock-up in any way.

VISUAL EFFECTS
Do not apply any visual effects such as drop
shadows, bevel/emboss, glow, blur, etc.

SCALE
The logo should always be scaled
proportionately. Do not stretch or condense
the logo.

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Color Palette

Our primary colors of orange
and dark blue lead our main
communications.

To increase the range of design
options, our secondary colors can
be used with our Brooklyn collateral.

PRIMARY COLORS

PANTONE 1375
CMYK: 0 45 96 0
RGB: 255 159 25
HEX#: FF9F19

PANTONE 300
CMYK: 100 62 7 1
RGB: 0 93 185
HEX#: 005DB9

SECONDARY COLORS

PANTONE 716
CMYK: 4 64 100 0
RGB: 237 120 0
HEX#: ED7800

PANTONE 7428
CMYK: 41 87 57 40
RGB: 109 43 61
HEX#: 6D2B3D

PANTONE 377
CMYK: 58 22 100 0
RGB: 121 154 5
HEX#: 799A05

PANTONE 587
CMYK: 13 3 56 0
RGB: 227 226 41
HEX#: E2E28C

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Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 1
Azo Sans Medium inspired by
the constructivist typefaces of
the 1920's. It's nuances soften
the strictness of pure geometry,
and makes it more human and
pleasant to read in longer texts.
(ADOBE FONTS)

Azo Sans Medium
AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789 (&?!/,.:;-_*")

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Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 2
Address Sans indulges in the spirit and aesthetics of mid-century Modern – Italian industrial design, sleek coffee makers, stylish cars, seductive jazz pressed on vinyl – with a charm and charisma that defies time. It evokes history but is decisively created for today. (ADOBE FONTS)

Address Sans Pro

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789 (&?!/,:;–_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

SemiBold
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

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Typography:
Body Copy

BODY COPY TYPEFACE
Address Sans indulges in the spirit and aesthetics of mid-century Modern – Italian industrial design, sleek coffee makers, stylish cars, seductive jazz pressed on vinyl – with a charm and charisma that defies time. It evokes history but is decisively created for today. (ADOBE FONTS)

Address Sans Pro

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789 (&?!/,:;–_*")

Light	Regular	Regular Italic	SemiBold	Bold
abcdefghijklm	abcdefghijklm	*abcdefghijklm*	**abcdefghijklm**	**abcdefghijklm**
nopqrstuvwxyz	nopqrstuvwxyz	*nopqrstuvwxyz*	**nopqrstuvwxyz**	**nopqrstuvwxyz**
0123456789	0123456789	*0123456789*	**0123456789**	**0123456789**

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**Typography:
Hierarchy**

This shows simple combinations of
fonts to create a clear hierarchy of
information.

PRIMARY HEADLINE OPTION 1 (Address Sans Pro)

PRIMARY HEADLINE OPTION 2 (Address Sans Pro)

Hello, this is a great headline.

SUBHEADING
Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui cor aritam
inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

Hello, this is a great headline.

SUBHEADING
Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui cor aritam
inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
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inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

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aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

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Graphic Devices:
Sample Brooklyn Pattern

Pattern that evokes the culture
and energy of the Brooklyn area.
This pattern can be used in the
background marketing elements to
bring a sense of the area with color
and movement.

BROOKLYN PATTERN: PRIMARY COLORS

BROOKLYN PATTERN: SECONDARY COLORS

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**Sample Application:
Banners**

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Sample Application:
Signage

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Sample Application:
Tote Bag / Water Bottle / Hat

BROOKLYN

BRAND GUIDELINES

PERSONA

I have a rich heritage. But I've reinvented myself as of late. I was a true melting pot in my past, most notably African American, Jewish and Greek cultures. Once the "Harlem of the South", rich history of entertainment, music, and theatre runs in my veins. **BUT I AM ALSO PART OF A NEW GENERATION OF FORWARD-LOOKERS—DIVERSE AND INCLUSIVE.** I was an afterthought for a while, but now I am blazing a trail to connect this city.

SIGN TREATMENT GUIDANCE

LaVilla should follow a traditional design style. Dark, finished wood, rich color palettes, with a variety of textures and curved, symmetrical lines. Inspired by 18th and 19th century designs. Layered in color and texture, this traditional style brings a sense of history and glamor.

THE LAVILLA LOGO SUITE PROVIDES MANY FILE FORMATS THAT SUIT A VARIETY OF USES:

AI: ADOBE ILLUSTRATOR

This is the native file type that we used to create your logo, and it is saved in the most current version of Adobe Illustrator. Because Illustrator saves the artwork as vector, it can be reproduced at any size without becoming pixelated.

EPS: ENCAPSULATED POSTSCRIPT

This is another widely-used vector file format for reproducing your logo at any size without deteriorating the quality. It is saved down to be compatible with Adobe Illustrator as far back as version CS4 (2008).

PDF: PORTABLE DOCUMENT FORMAT

This file format features the benefits of vector artwork but unlike AI and EPS files requires no expensive design software to open and view. This file format may be viewed with the free Adobe Reader app available at: get.adobe.com/reader/.

JPG: JOINT PHOTOGRAPHIC EXPERTS GROUP

This is the most common file format used on the web, and it is perfect for use on social media or in Microsoft Office documents. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

PNG: PORTABLE NETWORK GRAPHICS

This is another file format that is widely used on the web. The benefit of the PNG file format over JPG is that it supports transparency, so if the logo is placed over another image it will not have a white box around the logo. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

LOGO DESIGN

Primary Logo

MINIMUM SIZE

Maintaining a minimum size of the logo will ensure optimal legibility and prevent reproduction problems. Never attempt to recreate a logo; always use an original digital or camera-ready logo file.

1.125"

LOGO DESIGN
Clear Space

CLEAR SPACE

It is important to maintain proper clear space around the logo to avoid overcrowding. The clear space for the LaVilla logo is defined by X.

LOGO DESIGN

Logo Usage

WHITE LOGO:

The white logos are intended for reversing the logo out of a brand color, black, or a dark background image.

LOGO DESIGN

Color Palette

PMS 1805 C
CMYK: 21–96–90–12
RGB: 17–41–46
#B2292E

PMS 137 C
CMYK: 0–42–100–0
RGB: 255–165–0
#FFA500

PMS 5763 C
CMYK: 53–38–78–17
RGB: 117-123-78
#757B4E

PMS 376 C
CMYK: 41–87–57–40
RGB: 109–43–61
#6D2B3D

PMS 7520 C
CMYK: 6–27–26–0
RGB: 236–191–176
#ECBFB0

PMS 7402 C
CMYK: 7–12–46–0
RGB: 237–216–153
#EDD899

CMYK: 60–40–40–100
RGB: 0–0–0
#000000

LOGO DESIGN

Color Usage

LOGO DESIGN

Logo Usage

(X) DO NOT stretch

(X) DO NOT rotate

(X) DO NOT use non-brand colors

(X) DO NOT change the logo font

(X) DO NOT use pixelated logo

(X) DO NOT use on busy background

LOGO DESIGN

Fonts & Weights

Changa One   Google Font

Regular

AaBbCc 123

ABCDEFGHIJKLMNOPQRSTUVWYYZ
abcdefghijklmnopqrstuvwyyz
0123456789!?@#%&(:*$^)+-

Raleway   Google Font

Regular, Medium, **Bold**

AaBbCc 123

ABCDEFGHIJKLMNOPQRSTUVWYYZ
abcdefghijklmnopqrstuvwyyz
0123456789!?@#%&(:*$^)+−

CityCenter
Identity
Guidelines

FEBRUARY 2022

CITY**CENTER**

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These guidelines are designed to help you maintain and protect the City Center brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

City Center designs should be simple and intentional to avoid disrupting the style of historic architecture. Avoid heavy use of curved lines or overly-elegant designs. Being the center of Downtown, it is essential that design choices incorporate styles of other neighborhoods while complimenting the current architectural design of Jacksonville buildings. Signage could be metal, concrete, or brick.

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I've got boundless energy. Resilient, I literally rose from the ashes. I'm a history buff; but live in the here and now. I love the hustle and bustle. And having friends, neighbors and out-of-towners over for a party where they can mix and mingle late into the night. You can find me at an outdoor concert one day, jet skiing on the river the next. I'm warm, welcoming, and up for anything.

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Logo

City Center is energetic and moving all the time. We wanted a logo that expressed this movement that we are trying to always bring to the City Center community with arts, culture and entertainment. The font is bold and current that has longevity in design.

CITYCENTER

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Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are vibrant blue and medium yellow and are used depending on the communication.

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos it might compromise legibility.

PRIMARY COLOR: PANTONE 640

PRIMARY COLOR: PANTONE 130

REVERSE

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Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1x the height of the 'c' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1.5" wide in printed form or 72 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE

C   X   CITYCENTER

MINIMUM SIZE

CITYCENTER

1.75" (126 PIXELS)

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Logo Application:
Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.

BUSY BACKGROUNDS
The logo can be used on textured backgrounds and images, but always prioitize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.

COLOR
Do not manipulate the colors of the logo in any way.

FONT
Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.

LOCK-UP
Do not break the lock-up in any way. It must always be used with both "City" and "Center."

VISUAL EFFECTS
Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.

SCALE
The logo should always be scaled proportionately. Do not stretch or condense the logo.

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Color Palette

Our primary colors of vibrant blue and medium yellow lead our main communications.

To increase the range of design options, our secondary colors can be used with our City Center collateral.

PRIMARY COLORS

PANTONE 640
CMYK: 100 35 14 1
RGB: 0 129 188
HEX#: 0081BC

PANTONE 130
CMYK: 2 38 100 0
RGB: 246 168 0
HEX#: F6A800

SECONDARY COLORS

PANTONE 375
CMYK: 47 0 100 0
RGB:148 214 0
HEX#: 94D600
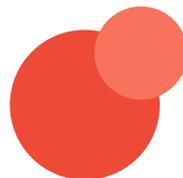
PANTONE 7417
CMYK: 4 85 85 0
RGB: 231 76 57
HEX#: E74C39
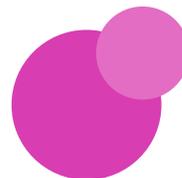
PANTONE 2385
CMYK: 21 85 0 0
RGB: 217 60 180
HEX#: D93CB4

PANTONE 3268
CMYK: 90 3 57 0
RGB: 0 169 144
HEX#: 00A990

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Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 1
Brandon Grotesque Bold is a strong font that pairs well with the logo font but beings some softness with the rounded edges.

(ADOBE FONTS)

Brandon Grotesque Bold

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789 (&?!/,.:;-_*")

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Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 2
Semplicita Pro is a 21st century take on the seminal 1930 Nebiolo design that expertly replaced the cool Teutonic geometry of Futura with the warm, humanist, calligraphic letter forms characteristic of the Italian Renaissance.
(ADOBE FONTS)

Semplicita Pro

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

SemiBold
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

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Typography:
Body Copy

BODY COPY TYPEFACE
Forma DJR Display is a simple clean font that works well with the main logo font with its more condensed face that helps to contrast the extended nature of the logo.

(ADOBE FONTS)

Forma DJR Micro
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

Medium
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

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Typography:
Hierarchy

This shows simple combinations of fonts to create a clear hierarchy of information.

PRIMARY HEADLINE OPTION 1 (Brandon Grotesque Bold)

PRIMARY HEADLINE OPTION 2 (Semplicita Pro)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapiaut reperum.

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sap

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapiaut reperum.

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SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sap

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**Graphic Devices:
Sample City Center Pattern**

Pattern that evokes the culture and
energy of the City Center area.
This pattern can be used in the
background marketing elements to
bring a sense of the area with color
and movement.

CITY CENTER PATTERN: PRIMARY COLORS

CITY CENTER PATTERN: SECONDARY COLORS
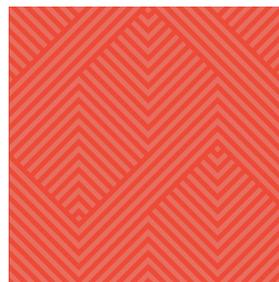
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**Sample Application:
Banners**

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Sample Application:
Signage

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Sample Application:
Tote Bag / Water Bottle / Hat

Cathedral Hill
Identity Guidelines

JUNE 2021

Cathedral
HILL

Cathedral Hill
Identity Guidelines
June 2021

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June 2021

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These guidelines are designed to help you maintain and protect the Cathedral Hill brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

Cathedral Hill should follow a gothic design style. Gothic style is defined by light and ornate design. Signage should feature turned legs, arched design, and carved details. It should be made from iron, cast iron, or solid wood for effect. Stained glass and arches are a staple of gothic style. Any design or signage should compliment the historic buildings.

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June 2021

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I am kind and comfortable. I feel connected to faith, friends, and city. I am open to everyone and welcome families, children, and seniors of all faiths and backgrounds to come see my cathedrals and churches with my spires reaching skyward. I am known and visited for my peaceful spaces, and an unexpected connection to nature. I am community-focused and have a wise, gentle nature."

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Logo

The Cathedral Hill logo is the most visible representation of our brand. It is crafted in a strong slab-serif font, giving it an established and trustworthy presence.

Cathedral
HILL

Cathedral Hill
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Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are purple and green and are used depending on the communication.

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos might compromise legibility.

PRIMARY COLOR: PANTONE 2685

Cathedral
HILL

PRIMARY COLOR: PANTONE 369

Cathedral
HILL

REVERSE

Cathedral
HILL

Cathedral Hill
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Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1.5x the height of the 'l' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1″ wide in printed form or 72 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE

l X

Cathedral
HILL

1.5 X

1.5 X

MINIMUM SIZE

Cathedral
HILL

1″ (72 PIXELS)

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Logo Application:
Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.

BUSY BACKGROUNDS
The logo can be used on textured backgrounds and images, but always priotitize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.

COLOR
Do not manipulate the colors of the logo in any way.

FONT
Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.

LOCK-UP
Do not break the lock-up in any way. It must always be used with both "South" and "Bank."

VISUAL EFFECTS
Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.

SCALE
The logo should always be scaled proportionately. Do not stretch or condense the logo.

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Color Palette

Our primary colors of purple and green lead our main communications.

To increase the range of design options, our secondary colors can be used with our Leaf Pattern.

PRIMARY COLORS
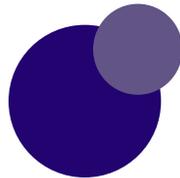
PANTONE 2685

CMYK: 97 100 0 19
RGB: 51 0 114
HEX#: 330072

PANTONE 369

CMYK: 58 0 100 4
RGB: 100 167 11
HEX#: 64A70B

SECONDARY COLORS
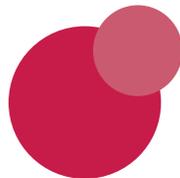
PANTONE 7636

CMYK: 0 100 44 14
RGB: 188 32 75
HEX#: BC204B

PANTONE 2935

CMYK: 100 63 0 2
RGB: 0 87 183
HEX#: 0057B7
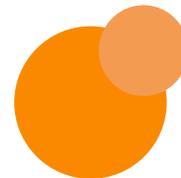
PANTONE 144

CMYK: 0 49 100 0
RGB: 237 139 0
HEX#: ED8B00

PANTONE 116

CMYK: 0 10 98 0
RGB: 255 205 0
HEX#: FFCD00

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Typography: Headlines

Monroe Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

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Typography: Headlines

PRIMARY HEADLINE FONT OPTION 2

Antique Olive Medium is a more subdued option for our headlines. If the length of headline used is longer than average and/or if the communication tends to be long in format (ie. annual reports, research documents, etc) Antique Olive may be a better choice than Monroe.

Antique Olive Medium

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789 (&?!/ ,.:;-_*")

Light	Regular	Medium	Bold
abcdefghijklm nopqrstuvwxyz 0123456789	abcdefghijklm nopqrstuvwxyz 0123456789	abcdefghijklm nopqrstuvwxyz 0123456789	abcdefghijklm nopqrstuvwxyz 0123456789

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Typography: Body Copy

BODY COPY TYPEFACE

Antique Olive is our choice for our text typeface. There are 4 weights that can be used to create a hierarchy of fonts for clear communications.

Antique Olive Medium

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Light	Regular	**Medium**	**Bold**
abcdefghijklm nopqrstuvwxyz 0123456789	abcdefghijklm nopqrstuvwxyz 0123456789	**abcdefghijklm nopqrstuvwxyz 0123456789**	**abcdefghijklm nopqrstuvwxyz 0123456789**

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Typography:
Hierarchy

This shows simple combinations of fonts to create a clear hierarchy of information.

PRIMARY HEADLINE OPTION 1 (MONROE)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

PRIMARY HEADLINE OPTION 2 (ANTIQUE OLIVE)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

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Graphic Devices:
Cathedral-scape

Our Cathedral-scape element is
a visual representation of our
neighborhood. When paired with
our Leaf Pattern is gives a feeling
of a calm, yet impressive area to
visit and live in Jacksonville.

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Graphic Devices:
Leaf Pattern

Our Leaf Pattern is the visual representation of our tree-lined streets and neighborly feel. When paired with our Cathedral-scape device, it gives our residents and visitors a clear idea of what our neighborhood is all about.

LEAF PATTERN: PRIMARY COLORS

LEAF PATTERN: SECONDARY COLORS

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**Sample Application:
Banners**

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Sample Application:
Billboards

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Sample Application:
Tote Bag

SouthBank Identity Guidelines

FEBRUARY 2022

south
bank

**SouthBank
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These guidelines are designed to help you maintain and protect the SouthBank brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

Southbank design should follow a modern/futuristic style. This design is mainly characterized by strong chromaticism, long dynamic lines, suggesting motion, urgency, and lyricism. Materials like metal, plastic, and glass should be incorporated. Designs, colors, and lines should reflect audacity, movement and speed. A free and uninhibited approach should be taken.

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I'm active, positive and with the majestic St. Johns River, I enjoy life to the fullest. I feel connected with my downtown neighbors as well as my neighbors in San Marco to the south. I love taking walks along the river with families, singles, and hotel guests alike. I'm turning into a bit of a foodie too. I am a picture of health with the nation's' top medical campus right here.

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Logo

The SouthBank logo is a flow of lines that represent our wonderful blue river that flows through the heart of our city. The SouthBank is part of this river so the logo needs to of the same motion.

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Logo Usage: Colors

PRIMARY COLOR
The primary logo colors are deep blue and light blue and are used depending on the communication.

REVERSE
The reverse logo is for use on darker backgrounds or photographs when using the full color logos it might compromise legibility.

PRIMARY COLOR: PANTONE 2945

PRIMARY COLOR: PANTONE 318

REVERSE

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Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1x the height of the 'v c' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1.5" wide in printed form or 72 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE

S   X

MINIMUM SIZE

1" (72 PIXELS)

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Logo Application:
Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.

BUSY BACKGROUNDS
The logo can be used on textured backgrounds and images, but always priotitize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.

COLOR
Do not manipulate the colors of the logo in any way.

FONT
Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.

LOCK-UP
Do not break the lock-up in any way. It must always be used with both "South" and "Bank."

VISUAL EFFECTS
Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.

SCALE
The logo should always be scaled proportionately. Do not stretch or condense the logo.

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Color Palette

Our primary colors of deep blue and light blue lead our main communications.

To increase the range of design options, our secondary colors can be used with our SouthBank collateral.

PRIMARY COLORS

PANTONE 2945
CMYK: 100 73 20 5
RGB: 0 75 152
HEX#: 004b98

PANTONE 318
CMYK: 44 0 15 0
RGB: 133 218 223
HEX#: 85DADF

SECONDARY COLORS
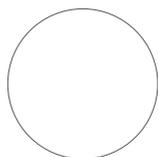
PANTONE WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
HEX#: FFFFFF
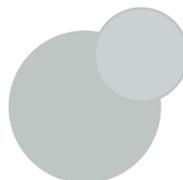
PANTONE 441
CMYK: 27 15 20 0
RGB: 188 199 196
HEX#: BCC7C4
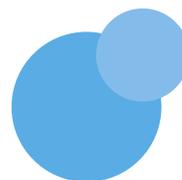
PANTONE 284
CMYK: 55 21 0 0
RGB: 107 171 229
HEX#: 6BABE5

PANTONE 475
CMYK: 3 19 28 0
RGB: 243 208 179
HEX#: F3D0B3

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Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 1
New Order Semibold is a clean complementary font that works well with the logo font and keeps the flow and motion of the river in its form. (ADOBE FONTS)

New Order Semibold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

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Typography:
Headlines

**PRIMARY HEADLINE FONT
OPTION 2**
Europa is a modern sans serif combining geometric reduction and humanistic vitality. Despite the distinct geometrical touch and characterful roughness, it can be used for both text and headline purposes, due to optical modulation rather than metrical construction. Its name refers to the inspirational origins, two popular European typefaces: the geometrical Futura and the humanistic Gill Sans. (ADOBE FONTS)

Europa
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,.:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

**Bold
abcdefghijklm
nopqrstuvwxyz
0123456789**

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Typography:
Body Copy

BODY COPY TYPEFACE
Graphie is a modern geometric
sans-serif. Their clear-cut-corner,
vibrant straight lines and large
x-heights give them legibility,
readability and keenness.

(ADOBE FONTS)

Graphie Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

Medium
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

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**Typography:
Hierarchy**

This shows simple combinations of
fonts to create a clear hierarchy of
information.

PRIMARY HEADLINE OPTION 1 (New Order Semibold)

PRIMARY HEADLINE OPTION 2 (Europa)

Hello, this is a great headline.

SUBHEADING
Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui
cor aritam inciate mposandae porem elicimp
oresequaepe reruptium aruptate veliqui di
oditi sitatib uscium rem ulparum quatem quam
rae optae sanihil incte occae nat aspedit ma
sapiaut reperum.

Hello, this is a great headline.

SUBHEADING
Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui
cor aritam inciate mposandae porem elicimp
oresequaepe reruptium aruptate veliqui di oditi
sitatib uscium rem ulparum quatem quam rae
optae sanihil incte occae nat aspedit ma sap

Hello, this is a great headline.

SUBHEADING
Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui
cor aritam inciate mposandae porem elicimp
oresequaepe reruptium aruptate veliqui di
oditi sitatib uscium rem ulparum quatem quam
rae optae sanihil incte occae nat aspedit ma
sapiaut reperum.

Hello, this is a great headline.

SUBHEADING
Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui
cor aritam inciate mposandae porem elicimp
oresequaepe reruptium aruptate veliqui di oditi
sitatib uscium rem ulparum quatem quam rae
optae sanihil incte occae nat aspedit ma sap

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**Graphic Devices:
Sample SouthBank Pattern**

Pattern that evokes the culture
and energy of the SouthBank area.
This pattern can be used in the
background marketing elements to
bring a sense of the area with color
and movement.

SOUTHBANK PATTERN: PRIMARY COLORS
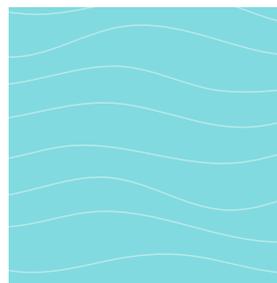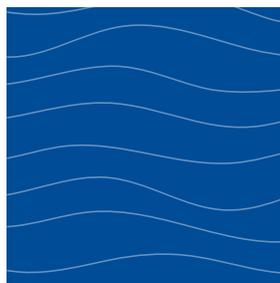
SOUTHBANK PATTERN: SECONDARY COLORS
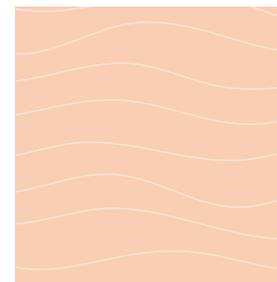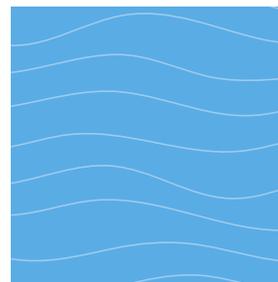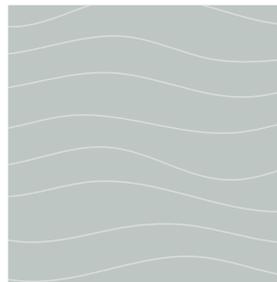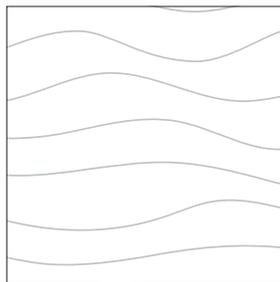
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Sample Application:
Banners

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**Sample Application:
Signage**

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Sample Application:
Tote Bag / Water Bottle / Hat

117 West Duval Street #310
Jacksonville, FL 32202
904-255-5302